

**Amendments to the Claims:**

This listing of claims replaces all prior versions and listings of claims in the application.

**Listing of Claims:**

Claims 1-2 (*Canceled*)

1           Claim 3. (*Previously Presented*) An electronic classified advertising system  
2 comprising:

3           a computer useable medium; and

4           a computer device having a processor;

5           wherein said computer useable medium carries thereon classifieds advertising  
6 software, which, when executed by the processor, causes the processor to carry out steps  
7 comprising:

8           providing a multi-tier hierarchical structure with a top level sections menu and lower  
9 tier section menus;

10          providing each section menu with a SEARCH ADS link;

11          providing each section menu with a PLACE ADS link;

12          providing each section menu with an EDIT ADS link;

13          providing each section menu with a MY PROFILE link;

14          providing each section menu with a MY CHECKLIST link;

15          providing each section menu with an AUTO NOTIFY link;

16          providing each section menu with a HELP link;

- 17 providing each section menu with a BROWSE ADS link;
- 18 providing each section menu with an ADVANCED SEARCH link;
- 19 providing each section menu with a POWER SEARCH link;
- 20 publishing a classified advertisement;
- 21 searching for classified ads by category and subcategory;
- 22 posting new classified ads by end users;
- 23 modifying, renewing, and deleting classified ads by end users;
- 24 creating, modifying, and deleting a personal search agent to automatically send new
- 25 classified ads by email that match predefined criteria;
- 26 establishing advertisement response criteria; and
- 27 privately and securely responding to electronic classified advertising.

1 Claim 4. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with a SEARCH ADS link, when executed by the processor  
3 of the system, further causes the processor to carry out steps comprising:  
4 searching for classified ads in the system by section (category) and subcategory.

1 Claim 5. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with a PLACE ADS link, when executed by the processor of  
3 the system, further causes the processor to carry out steps comprising:  
4 posting new classified ads to the system.

1           Claim 6. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with a EDIT ADS link, when executed by the processor of  
3 the system, further causes the processor to carry out steps comprising:

4           modifying, renewing, deleting, or adding or modifying multimedia files to  
5 classified ads on the system.

1           Claim 7. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with a MY PROFILE link, when executed by the processor of  
3 the system, further causes the processor to carry out steps comprising:

4           registering for an account or updating registration information for an account on  
5 the system.

1           Claim 8. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with a MY CHECKLIST link, when executed by the processor  
3 of the system, further causes the processor to carry out steps comprising:

4           displaying all classified ads that have been marked for future recall and viewing  
5 by the system.

1           Claim 9. (*Previously Presented*) The system according to claim 3, wherein the step  
2 of providing each section menu with an AUTO NOTIFY link, when executed by the processor  
3 of the system, further causes the processor to carry out steps comprising:

4           creating, modifying, or deleting a personal search agent that automatically sends  
5 new classified ads on the system by email that match pre-defined criteria.

1           Claim 10. (*Previously Presented*) The system according to claim 3, wherein the  
2 step of providing each section menu with a BROWSE ADS link, when executed by the  
3 processor of the system, further causes the processor to carry out steps comprising:

4           presenting a list of all classified ads on the system.

1           Claim 11. (*Previously Presented*) The system according to claim 3, wherein the  
2 step of providing each section menu with an ADVANCED SEARCH link, when executed by  
3 the processor of the system, further causes the processor to carry out steps comprising:

4           searching for classified ads using keyword searching, Boolean options searching,  
5 case-sensitive searching, date-ranging searching, or searching with imagery.

1 Claim 12. (*Previously Presented*) The system according to claim 3, wherein the  
2 step of providing each section menu with a POWER SEARCH link, when executed by the  
3 processor of the system, further causes the processor to carry out steps comprising:

4 searching for classified ads in the system based on specific criteria and within  
5 ranges.

1 Claim 13. (*Currently Amended*) An electronic classified advertising method  
2 comprising:

3 providing a computer useable medium carrying thereon classifieds advertising  
4 software;

5 providing a computer device having a processor;

6 causing the processor to execute the software and carry out steps comprising:

7 providing an electronic classified advertising system having a multi-tier  
8 hierarchical structure with a top level sections menu and lower tier section  
9 menus;

10 providing each section menu with a SEARCH ADS link;

11 providing each section menu with a PLACE ADS link;

12 providing each section menu with an EDIT ADS link;

13 providing each section menu with a MY PROFILE link;

14 providing each section menu with a MY CHECKLIST link;

15 providing each section menu with an AUTO NOTIFY link;

16 providing each section menu with a HELP link;  
17 providing each section menu with a BROWSE ADS link;  
18 providing each section menu with an ADVANCED SEARCH link;  
19 providing each section menu with a POWER SEARCH link;  
20 publishing a classified advertisement;  
21 searching for classified ads by category and subcategory;  
22 posting new classified ads by end users;  
23 modifying, renewing, and deleting classified ads by end users;  
24 creating, modifying, and deleting a personal search agent to automatically  
25 send new classified ads by email that match predefined criteria;  
26 establishing advertisement response criteria; and  
27 privately and securely responding to electronic classified advertising.

1 Claim 14. (*Previously Presented*) The method according to claim 13, wherein the  
2 step of providing each section menu with a SEARCH ADS link further carries out steps  
3 comprising:

4 searching for classified ads in the system by section (category) and subcategory.

1 Claim 15. (*Previously Presented*) The method according to claim 13, wherein the  
2 step of providing each section menu with a PLACE ADS link further carries out steps  
3 comprising:

4 posting new classified ads to the system.

1           Claim 16. (*Previously Presented*) The method according to claim 13, wherein the  
2 step of providing each section menu with a EDIT ADS link further carries out steps  
3 comprising:

4           modifying, renewing, deleting, or adding or modifying multimedia files to  
5 classified ads on the system.

1           Claim 17. (*Previously Presented*) The method according to claim 13, wherein the  
2 step of providing each section menu with a MY PROFILE link further carries out steps  
3 comprising:

4           registering for an account or updating registration information for an account on  
5 the system.

1           Claim 18. (*Previously Presented*) The method according to claim 13, wherein the  
2 step of providing each section menu with a MY CHECKLIST link further carries out steps  
3 comprising:

4           displaying all classified ads that have been marked for future recall and viewing  
5 by the system.

1           Claim 19. (*Previously Presented*) The method according to claim 13, wherein the  
2 step of providing each section menu with an AUTO NOTIFY link further carries out steps  
3 comprising:

4           creating, modifying, or deleting a personal search agent that automatically sends  
5 new classified ads on the system by email that match pre-defined criteria.

1           Claim 20. (*Previously Presented*) The method according to claim 13, wherein the  
2 step of providing each section menu with a BROWSE ADS link further carries out steps  
3 comprising:

4           presenting a list of all classified ads on the system.

1           Claim 21. (*Previously Presented*) The method according to claim 13, wherein the  
2 step of providing each section menu with an ADVANCED SEARCH link further carries out  
3 steps comprising:

4           searching for classified ads using keyword searching, Boolean options searching,  
5 case-sensitive searching, date-ranging searching, or searching with imagery.



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1           Claim 22. (*Previously Presented*) The method according to claim 13, wherein the  
2 step of providing each section menu with a POWER SEARCH link further carries out steps  
3 comprising:  
4           searching for classified ads in the system based on specific criteria and within  
5 ranges.